

# ORDER



Orders	Order / Rev:	67862				
	Alt Order #:	9851074 /Brad				
	Product Desc:	DAVID FREED FOR AG				
	Estimate:	400				
	Flight Dates:	10/24/12 - 10/28/12				
	Original Date / Rev:	10/23/12 / 10/23/12				
	Order Type:	GENERAL				
Agency	Name:	<b>Brabender Cox Mihalke</b>				
	Buying Contact:					
	Billing Contact:					
		1218 Grandview Avenue				
		Pittsburgh, PA 15211				
Advertiser	Name:	<b>Freed/R/Attorney General</b>				
	Demographic:	A35+				
	Product Codes:	State Attorney General				
	Priority:	P-2				
	Revenue Codes:	AGY, POL-CAND, GEN				

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	48	\$32,375.00	\$27,518.75	October 2012	48	\$32,375.00	\$27,518.75	0.00
					Totals	48	\$32,375.00	\$27,518.75	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share		Share	Total
WHP-TV CBS21		22%	\$32,375.00
Market		100%	\$147,159.09

Competitive Share		Share	Total
EHP		0%	\$0.00
UNKWN		1%	\$1,471.59
WGAL		51%	\$75,051.14
WHTM		17%	\$25,017.05
WLYH		1%	\$1,471.59
WPMT		8%	\$11,772.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/25/12	10/26/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---TF--	:30	3	\$120.00	P-2	0.00	NM	3	\$360.00
N 2	WHP	10/25/12	10/26/12	CBS This Morning CBS This Morning	CM	7a-9a	---TF--	:30	3	\$75.00	P-2	0.00	NM	3	\$225.00
N 3	WHP	10/25/12	10/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	---TF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
N 4	WHP	10/25/12	10/26/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	---TF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
N 5	WHP	10/25/12	10/26/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	---TF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
N 6	WHP	10/24/12	10/26/12		CM	6p-630p	--WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00

Order / Rev: 67862  
Alt Order #: 9851074 /Brad  
Flight Dates: 10/24/12 - 10/28/12

Advertiser: Freed/R/Attorney General  
Product Desc: DAVID FREED FOR AG  
Estimate: 400

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6p-630p News CBS 21 News at 6p															
N 7	WHP	10/24/12	10/26/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
N 8	WHP	10/24/12	10/26/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--WTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
N 9	WHP	10/24/12	10/26/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--WTF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
N10	WHP	10/24/12	10/26/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N11	WHP	10/24/12	10/26/12	Thu Reg 1 Thu 8p-9p	CM	8:00 PM-8:30 PM (8:00 PM-8:30 PM)	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N12	WHP	10/24/12	10/26/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
N13	WHP	10/24/12	10/26/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
N14	WHP	10/24/12	10/28/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S	:30	3	\$140.00	P-2	0.00	NM	3	\$420.00
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week: 10/22/12		10/28/12		-----S	3	\$140.00	0.00								
N15	WHP	10/24/12	10/28/12	CBS This Morning Saturday Show	CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
N16	WHP	10/24/12	10/28/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
N17	WHP	10/24/12	10/28/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
N18	WHP	10/24/12	10/28/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
N19	WHP	10/24/12	10/28/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N20	WHP	10/24/12	10/28/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N21	WHP	10/24/12	10/28/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
N22	WHP	10/24/12	10/28/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N23	WHP	10/24/12	10/28/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
N24	WHP	10/24/12	10/28/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N25	WHP	10/24/12	10/28/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	----S-	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
N26	WHP	10/24/12	10/28/12	Sat Reg 3 Sat 10p-11p	CM	10p-11p	----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
N27	WHP	10/24/12	10/28/12	Letterman Letterman	CM	1135p-1235a	--WTF--	:30	3	\$140.00	P-2	0.00	NM	3	\$420.00

Totals 48 \$32,375.00